



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

<u>Contract / Revision</u> 575682 /		<u>Alt Order #</u> 09820042
<u>Product</u> SPENCE		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 925C01
<u>Advertiser</u> Spence, David/R/Mo Gov		<u>Original Date / Revision</u> 09/18/12 / 09/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 207.90
<u>IDB#</u> 1046	<u>Advertiser Code</u> SPEN	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

(COPY)

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	09/26/12	09/26/12	530a-6a	530a-6a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$575.00	3.00			
N 2	2	09/27/12	09/27/12	530a-6a	530a-6a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$575.00	3.00			
N 3	2	09/28/12	09/28/12	530a-6a	530a-6a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$575.00	3.00			
N 4	2	10/01/12	10/01/12	530a-6a	530a-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$575.00	3.00			
N 5	2	09/25/12	09/25/12	M-F 6a-7a	6a-630a		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,250.00	3.90			
N 6	2	09/26/12	09/26/12	M-F 6a-7a	6a-630a		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,250.00	3.90			
N 7	2	09/27/12	09/27/12	M-F 6a-7a	6a-630a		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,250.00	3.90			
N 8	2	09/28/12	09/28/12	M-F 6a-7a	6a-630a		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,250.00	3.90			
N 9	2	10/01/12	10/01/12	M-F 6a-7a	6a-630a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,250.00	3.90			
N 10	2	09/25/12	09/25/12	M-F 6a-7a	630a-7a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,350.00	4.40			
N 11	2	09/26/12	09/26/12	M-F 6a-7a	630a-7a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,350.00	4.40			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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575682 /	09820042

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	SPENCE	925C01

<u>Advertiser</u>	<u>Original Date / Revision</u>
Spence, David/R/Mo Gov	09/18/12 / 09/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$125.00	0.00			
N 61 2		10/01/12	10/01/12	M-F 430-5a KTVI News	430-5a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$150.00	0.00			
Totals										207.90		63	\$68,150.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	50	\$56,425.00	\$47,961.25
10/01/12 - 10/01/12	13	\$11,725.00	\$9,966.25
Totals	63	\$68,150.00	\$57,927.50

Signature: _____ **Date:** _____

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